



SEAO NY: Effective Networking Strategies

Presented by:

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Building better communities with you

Session Outline: Networking

- Learn who you are
- Breeze through the early days of my career and the background of Nitsch Engineering
- Share resources and research data on networking
- Share some tips on networking and business development
- Leave time for questions
- Provide you with the opportunity to put some networking strategies in motion



Who are you?

- Public Sector & Non-Profit Employees
- Private Sector Employees
- Architects
- Structural Engineers
- Civil Engineers
- MEP Engineers
- Sustainability Professionals
- Transportation Professionals
- Marketing/BD Professionals
- Administrative Professionals
- Other

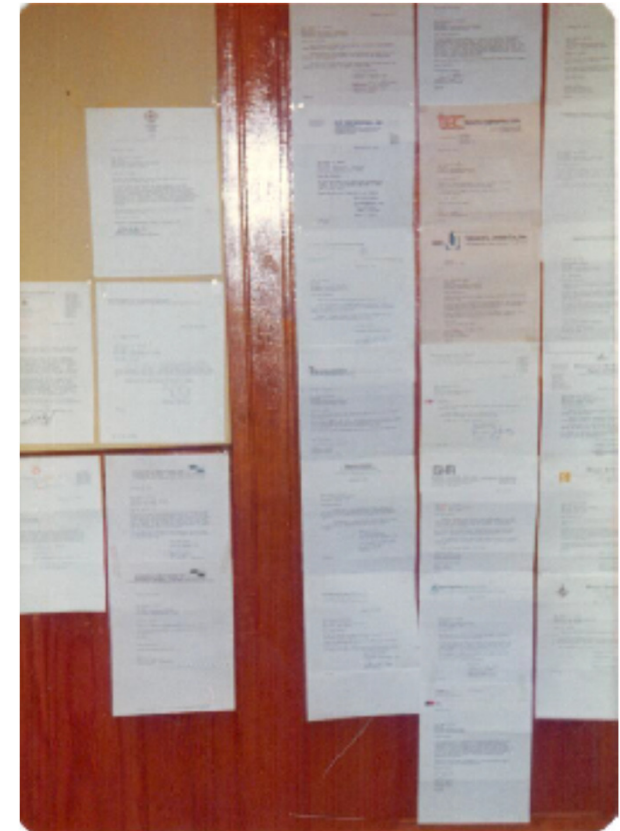
- ❖ AIA
- ❖ CREW
- ❖ DFI
- ❖ PWC
- ❖ SEAoNY
- ❖ SMPS
- ❖ WTS

✓ **Thornton Tomasetti**

How it all began — Judith Nitsch, PE

1971-1975: B.S.C.E. from Worcester Polytechnic Institute

1973-1974: Summers at Sanderson & Washburn, Tariffville, CT



How it all began — Judith Nitsch, PE

1975-1978: Project Engineer, Schofield Brothers, Inc., Framingham, MA



Judith Nitsch, PE

1978-1982: VP and Branch Office Manager
Freeman Engineering Co., Attleboro, MA

1982-1984: Senior Project Manager
Allen & Demurjian, Inc., Boston, MA

1984-1989: Senior Vice President/Director
Allen, Demurjian, Major & Nitsch, Inc.
Boston, then Cambridge & W. Warwick, RI

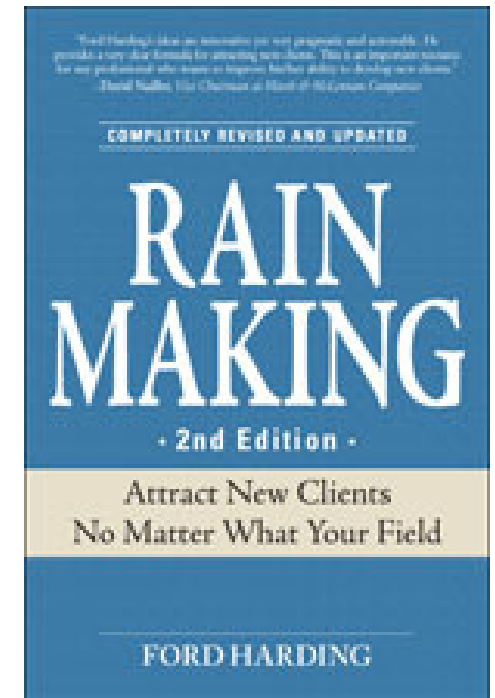


Nitsch Engineering

- Incorporated in 1989
- Civil Engineering, Structural Engineering, Transportation Engineering, Land Surveying, Green Infrastructure, Planning, and GIS
- 100+ Employees
 - Professional Engineers registered in 17 states and the District of Columbia, and with NCEES
 - 33 LEED® Accredited Professionals/Green Associates
 - 14 Institute for Sustainable Infrastructure ENV SPs
 - 1 SITES AP – The Sustainable Sites Initiative
- Projects in 20 states and five countries
- 100+ LEED Registered or Certified Projects
- WBE in MA, NY, PA, and VA; certified with WBENC; and a WOSB with SBA
- Office locations in Washington, DC, and Boston, Worcester, and Lawrence, MA

Resources and Research Data on Networking

- Start an office book club; read Ford Harding's "Rainmaking"
 - Chapter 3 is called *Networking: the Alternative to Cold Calling*
 - Chapter 4 is called *Special Rules for Special Networks: Trade Associations, Formal Networking Groups, and Internal Networks*
- Start networking *now*
 - People who start networking early in their careers have the best networks later
- Be optimistic
- Develop a "system"



Everyday you waste is a lost opportunity!

Tips on Networking: Create Goals

- Bring valuable information back to your firm:
 - who has issued an RFP
 - who that RFP was sent to
 - who is on the “outs” with a long-time client of theirs
 - who changed positions
- Meet the speaker
- Target specific attendees
- What else?

“Talent wins games, but teamwork and intelligence win championships.” Michael Jordan

Tips on Networking: Work as a Team

- Involve everyone: BD is ALL about teamwork
 - Technical staff: focus on repeat work
 - Principals: call on your contacts
 - Marketing/Administrative staff: contact peers
 - ALL: help identify strategies
- Acknowledge that “Somebody has to do it!”
 - Professional Societies
 - Golf
 - Theatre
- Document all information
- Understand the “rules of the game”
- Be sure everyone in your firm knows the clients you’re targeting



Tips on Networking: Where Should I Network?

- Everywhere!
 - In addition to the “usual” work-related places, you will meet people at church, at kids’ sports events, on airplanes...so be prepared
- Business events are the most common – but joining committees and volunteering for organizations are important too
- Always have business cards available
- Pick the right organization to attend for networking
 - The likely attendees are often more important than the topic or the speaker



Tips on Networking: Pick the Organization

- Find the organizations your clients and referral sources belong to
 - Become a member ... and do these three things:
 1. Show up
 2. Do what you're supposed to do
 3. Be fun to work with
- Divide and conquer
- Speak their lingo

Don't forget to get to know your current clients better!



Tips on Networking: Target the Event

- What's the topic?
- Who's the speaker?
- If my “targets” want to hear this speaker or learn something about this topic, then I want to be there!



Tips on Networking: Nametags

What's wrong with this picture?



Tips on Networking: Nametags

- Wear your name tag on the right lapel
- Try to avoid neck lanyards; knot it if necessary



Tips on Networking: Nametags

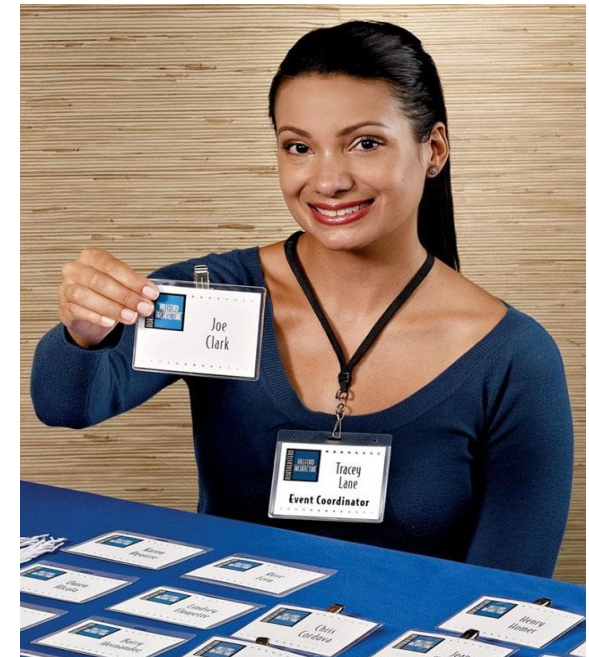
- Make sure your nametag includes your company name
 - Company names can be conversation starters
- Make sure your name is large enough to be legible across a table



It's hard
to see
his badge.



Her badge
is in
plain view.



Tips on Networking: Nametags



Tips on Networking: Business Cards

- Keep your personal business cards in your right jacket pocket and business cards from others in your left jacket pocket
- Keep a pen in your pocket to make note of their nickname or to write a note to yourself on the back of their card such as “met at SEAoNY 10/30/17” or “send a copy of my networking PowerPoint”



Tips on Networking: Starting the Conversation

- Look for the person standing alone and initiate a conversation
 - Approach others with a positive and confident attitude
- Ask open-ended questions
- Be prepared with topics
 - Notice their tie or pin
 - Discuss business books
 - Share travel stories
 - Remember that politics or sports are potential land mines
- Always be honest
- Don't hog the conversation – be gracious and take turns speaking in a group
- Share something personal if you are comfortable doing so



Tips on Networking: Starting the Conversation

Let's practice some introductions!



:00

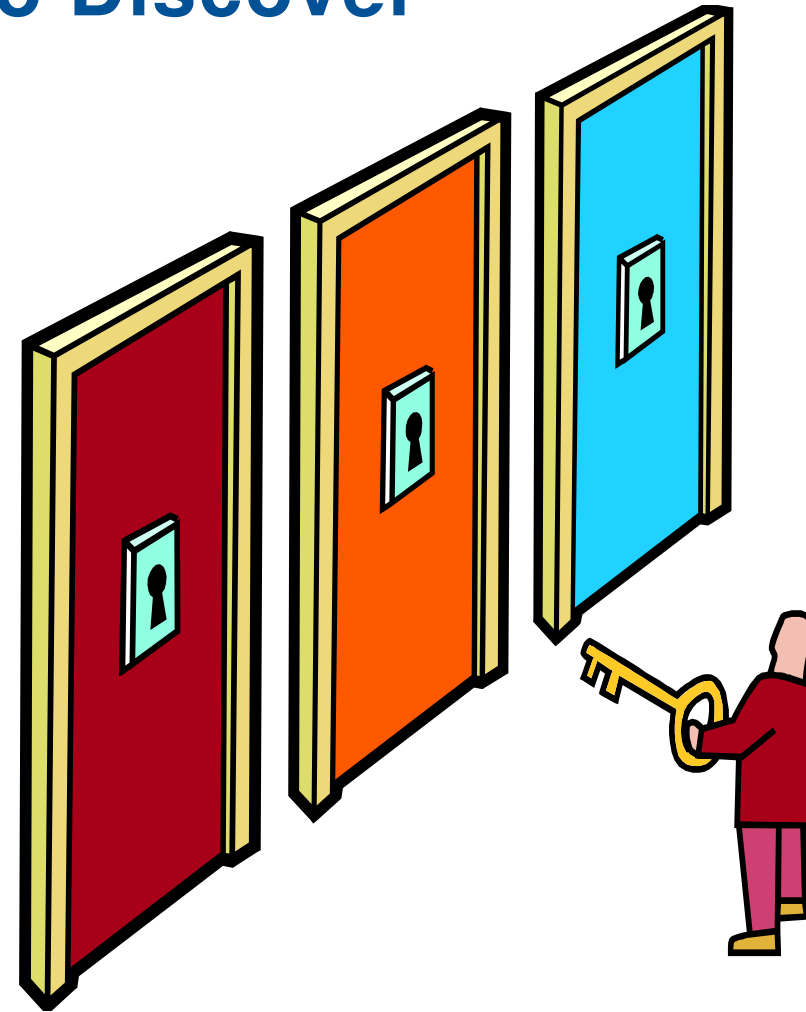
Tips on Networking: Starting the Conversation

Now Switch Places!



Tips on Networking: Understand What You Need to Discover

- Find out who the decision makers are
 - To get on the list of potential consultants
 - To get selected
- Learn how to get in the door to see them
- Understand their selection process
- Know who is or has been working there



Tips on Networking: Exiting the Conversation

- Find graceful ways to move on to the next person
 - “I have enjoyed getting to know you! I have a goal to meet several architects here, so I need to excuse myself so I can report back to my boss tomorrow morning on my activities. Are there any here that you could introduce me to?”
- Remind your friends you're there to network...not chat
 - Ask if they know anyone they could introduce you to!



Tips on Networking: Exiting the Conversation

Let's practice exiting!



:00

Tips on Networking: Exiting the Conversation

Now Switch Places!



Tips on Networking: Seating Arrangements

- Try not to sit with colleagues from your firm; instead spread out to increase the odds of meeting new people
- Find the table of someone who you want to get to know – avoid sitting with friends or colleagues
- If appropriate, sit with your clients



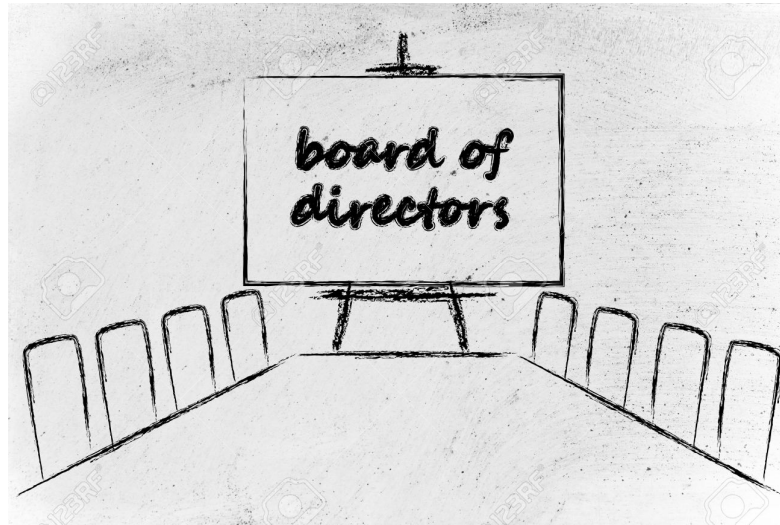
Tips on Networking: After the Program

- Meet the speaker
 - Introduce yourself or say “hello” if you already know the speaker
 - Graciously thank them for their speech
 - Take the time to meet others who are going to the front to congratulate the speaker
- Schedule a time for follow-up:
 - Write notes/send info
 - Add your new contacts to your database
 - Tell your boss who you met and what you learned

*Diligent follow-up and follow-through
will set you apart from the crowd
and communicate excellence.*

Networking: Identify Other Opportunities

- Join organizations you're interested in
- Join a committee
- Join the Board



What if your company doesn't support your participation?

Networking: Questions/Discussion

**Whether you think you can or think you can't,
either way you are right!**

— Henry Ford



SEAoNY

Networking: Let's Practice!



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